

# Mesa---18 Miles From Phoenix---The Chandler Ranch

This article is written to call the attention of the person seeking a home in the most pleasant section of the United States, to the manifold advantages of the Mesa section of the famous Salt River valley of Arizona. It has the two-fold purpose of citing to the tourists the reason why they should make Mesa their headquarters when visiting the Salt River valley and the most remarkable irrigation project in the world.

Whether one is a homeseeker or a tourist, they should make Mesa the initial stopping place on their visit to the Salt River valley. The reason? Mesa is the gateway to the important and interesting features of the Salt



Mesa City High School

River project of the United States reclamation service. The tourist should see the Roosevelt dam, one of the remarkable engineering feats of the age, the Granite Reef diversion dam, a magnificent piece of concrete engineering, the division gates where the water is coming in and being delivered to each of the four points of the compass, the distributing system with its clever headworks and turnouts and the pumping plants electrically operated. Without seeing these the tourists' trip is incomplete and the homeseeker should see them in order to appreciate the stability and permanency of the irrigation system by which the Salt River valley is watered. All of these points are so easily accessible from Mesa that one does not even have to inconvenience themselves in order to see them all. On your trip come to Mesa first, enjoy the benefits of good hotels, take a trip to the points of interest and then look over the country. That is all. You will then be so enthused over the Mesa section that you cannot help but become one of the satisfied residents. There is no place that has been so abundantly blessed with the glories of nature as the Mesa section. The town of Mesa is settled in the valley with the mountains as a background, its broad shaded streets are a pleasure to the eye and mind, its well equipped stores answer all your needs and its beautiful homes with modern conveniences are a satisfaction to the body. The country surrounding is a delight to the agriculturist. The superb fields of alfalfa are an unending pleasure and the large sheds filled to the roof with baled hay are the evidences of the heavy yields.

The fields of barley and wheat with the heavy heads pulling stalks over show that the Mesa section is a great grain country. The golden oranges with green foliage for a background is a sight to make one fill with envy of the owner of the grove and when one hears of his returns his envy increases.

The summer crops of milo-maize, sorghum and Indian corn are bumper and mortgage raisers. The harvests are not as pronounced because the shocked crop is in a field immediately adjoining a green growing crop. Twelve months of the year are the producing months, always a crop growing while a crop is harvesting. No idle land, crops always growing and paying large returns on the labor.

Mesa cantaloupes, that is a term becoming more famous each year. A delicious fruit reaching the market only second to one section, weeks before other sections are coming in. Heavy yields of the finest melons bringing big prices and large net returns to the grower.

The dairy herd grazing in the fields are not only a beautiful pastoral sight, but a physical witness to the money value and the busy creamery

tells one of the bank account of the owner of the herd.

We go to the ostrich farms, other witnesses to the material value of the Mesa country. The heavy steers grazing in the fields and lying in the shade of the large trees bordering the farms lazily chewing their cud are being fattened for the market and makes one see the necessity of owning a ranch in the Mesa section for in this one thing we can see the independence so eagerly sought by all. After the steers come the hogs as they are big healthy stock sought after by the markets, as alfalfa gives the meat a flavor most pleasing to the consumer.

Right now when most of the farmers throughout the north and east are setting by for the cold spell which is sure to come, here in the Mesa country the farmers are putting in the gardens for winter vegetables. Winter to the Mesa country is only a name to indicate that the end of the year is now here. Physical indications will hardly tell the change, the trees are green, the roses blooming, the lawns verdant and the gardens sprouting with tender plants.

The various crops grown in the Mesa section are not all enumerated only the most important ones are spoken of. No attempt has been made to fill this article with stories of Aladdin lamp wonders of stupendous returns and romantic tales of unheard of yields. The Mesa country can stand inspection. We ask

you to come, we invite you most cordially to visit us and insist that opportunity is now knocking. The Mesa country is not alluring you with tales of fiction and romance but says come, travel over the broad well graded roads, tree lined with fields of crops on both sides. See in every farm the physical evidences of prosperity and in the bank witness to the wealth of the country, meet the man behind the plough and hear him tell of the fertility of the soil and find out yourself the returns of the land. Should we fill this article with the statements of the returns from the farm the values would be of such proportions as to make you doubt them. So come and find out for yourself, satisfy your mind that the Mesa country is the greatest of all irrigated sections. The Roosevelt dam filled with the life waters is behind the country and the United States reclamation service is the agent guaranteeing you the best and most economical water right in the country. Rainfall when you want it and sunshine when you need it and the best of soil, the three elements necessary to successful agriculture. Water at a small cost and land now at the lowest point it will ever be as the eyes of the farmer and investor are looking on the Mesa section as the land of opportunity. It is the farmers' paradise, every day bringing in the crop of high value, it's the investors' field as the unquestioned productiveness of the country is sure to advance the price of land. Come and come now to the Mesa country, see for yourself the conservative writing of this article. You will be satisfied and we can show you great opportunities.

## THE CHANDLER RANCH

The Salt River valley was early chosen as the field of operation for Uncle Sam's great service of reclamation. His engineers knew the Indian skies, the rugged mountain ranges, the phosphoric soils, the enormous stream beds, as well as the great drainage area with its water "run off" from the peaks to the east.

Figures and estimated costs were compiled and a dreamer saw here a garden to surpass that of the Euphrates; this long before the reclamation act became a law and the first factor in Western America's call to home-building manhood. The great Roosevelt dam and Granite Reef diversion dams were built. Mammoth structures—man's contribution to nature's incomplete assemblage. From these were excavated a network of canals, watering prehistoric agricultural acres north and south of the river. It has become a well read story, the perfect and finished nature of this great engineering achievement, "Best in the World" applies admittedly here, for no money was spared to incorporate in this system the learning and the experience of the Nile and the Ganges. Foreign governments have constructors in the field that study the Salt River valley as a sculptor studies his model. Thought and skill have been concentrated toward a plan that will deliver irrigating water and electric current to its share holders at a minimum cost of operation and maintenance for a century of seasons.

Here in the Salt River valley is built the model irrigation project of America, the pride of the reclamation service. The climate and the productiveness of the soil, and the high class of citizenship already here, warrants the building of these mammoth works at this place.

In the upper end of the valley and up on the Mesa, which steps up from low river lands, is located the famous "Chandler Ranch," consisting of 18,000 acres.

In the year 1888 Dr. A. J. Chandler of Mesa conceived the idea of irrigating the Mesa lands and built what is now known as the Consolidated canal. The intake of this canal was located about three miles below the present Granite Reef diversion dam and from here wended its way, with the least possible drop, for a distance of 25 miles almost directly south. It was from this canal that the settlers around the beautiful city of Mesa have received their life-giving waters up to the present time.

There was no reservoiring system that furnished water to the valley in the past and the result was that the settlers did not get their irrigating water throughout, for at times the floods washed away their irrigation works. This resulted in the settlers appealing to the government to come and build them an adequate water supply. It was during Theodore Roosevelt's administration and he, knowing the west, seized upon this opportunity of demonstrating to the world the possibilities of the arid southwest when put under irrigation.

The government came in and told the settlers that the project would be built if the big ranchers and all the settlers would cut down their holdings to 160 acres. The government bought outright the whole Consolidated canal system and so perfectly was it laid out that they adopted it and used it in its entirety. Located in the center of, and surrounded by thousands of acres of beautiful alfalfa, is the town of "Chandler." A modern hotel, centrally located and facing the central park or plaza, is to be built at once. Business houses, all arranged to face an oblong square which is to be developed into a beautiful park, with avenues of shade of the semi-tropical varieties so rapid and beautiful in growth, is but a part of the general plan.

The Southern Pacific Railroad company have built their railroad from Phoenix up to, and through, the town of Chandler and to the most southern edge of the Chandler ranch lands, nine miles south of the town of Chandler. This railroad operates two trains a day each way through Chandler town to Phoenix, the state capital, a distance of 22 miles.

In the government's general scheme of developing water for the great Salt River valley naturally the power possibilities must enter. The power here belongs to the settler as well as the water. Years ago Dr. Chandler demonstrated to his entire satisfaction that a great sea of water was located underneath his lands. In fact at a depth of 300 feet he discovered an inexhaustible supply and for the past 10 years their four enormous wells have been producing at the rate of 3,500,000 gallons apiece every twenty-four hours, and with these wells he greatly assisted his canal system in furnishing water to his thousands of acres of alfalfa and grain.

In the government's great scheme of irrigating the land they will develop water for the Chandler ranch lands by a great string, or system, of wells each one two and a half times as large as the Chandler wells and each one with a daily capacity of 500 inches, or 8,500,000 gallons. In all, nearly 100,000,000 gallons of pure, clear, sparkling water will pour out upon these lands. One of the greatest values of this water over the other irrigating water of the valley is not its clearness or its purity, but its temperature which is 78 degrees the year round. In case of a cold snap or a frost this water, when poured upon the land, will raise the temperature from 8 to 10 degrees and save an orange, grapefruit, lemon, or any fruit crop from a killing frost. These wells give Chandler lands a decided advantage over other lands of the valley or of California. Irrigation water, under the Chandler ranch lands will cost exactly the same as other lands in the valley. The irrigation power from the great Roosevelt dam pumps the water out of these wells so that they are a part of the great irrigation scheme of this valley, and the water is furnished free of any additional cost.

Throughout the west the centralized school system is receiving the approval of parents and pupils generally and it is the intention to organize the centralized schools at Chandler. The Chandler district has been organized, bonds have been voted, and plans are now being considered for the latest approved design of a model, mission-style, union school building.

North of the town of Chandler and extending a distance of a mile and a half through the center of the Chandler lands, and towards that beautiful little city of Mesa, the company is developing a beautiful boulevard. Farms on this boulevard are restricted in size to 40 acres and the building limit is \$3,000. Owners of farms along this boulevard are planning homes to cost \$6,000 and \$8,000. Home seekers, or settlers, on the Chandler ranch are not coming to a treeless, desolate desert. It is a beautiful country. You can see the mountains on all sides of you, and the valley is entirely surrounded by them. The valley is a checker-board of fields of flowering alfalfa. The roads are lined in many instances by eucalyptus and cottonwood trees, and here and there can still be seen the giant cactus, the "armed sentinels" of the desert.

Chandler Ranch offers unparalleled opportunities in deciduous fruit-raising and vegetable gardening. The semi-tropic climate, the almost continuous sunshine, the deep rich sandy loam soil and an incomparable supply of water from the finest irrigation system in the world, makes Chandler ranch the most attractive location for the fruit-raiser and gardener in the United States today. Add to these advantages the extremely low price of the



A Mesa Country Scene

land as compared with southern California, Washington, Oregon and other fruit districts, and the fact that you have ten years in which to pay for the land—also the fact that land purchasers whose properties are under the Roosevelt dam, will in a few years be the actual owners of this wonderful \$8,000,000 water system with its great capacity for developing electric power—and you have a land-buying proposition unequalled on the face of the globe.

When you consider that the United States government will turn over to the owners of land under the Roosevelt reservoir, the entire water system, including the mammoth dam, hundreds of miles of canals of the highest type of construction, immense electrical power plants generated from the natural fall of this vast volume of water, and the perpetual ownership of it—you have in that feature alone, with each acre of land, something which in most farming communities could not be purchased for any sum of money.

Chandler ranch comprises 18,000 acres of level, sandy loam soil. It is splendidly adapted to the growing of early peaches, plums and fall pears. The peach crop lasts from May to December. Apricots ripen two to four weeks earlier than the southern California fruit. Certain varieties of apples thrive to perfection. Quince trees produce a prolific yield. Dates, figs, grapes and pomegranates flourish in this rich, virgin soil. The date industry in the valley promises to be great. There is no better pear district in the world than Chandler ranch. The Hall Brothers (prominent valley ranchers) netted \$400 per acre from their pear orchards last year. Hall Brothers sold over \$8,000 worth of fruit from 23 acres last year. Pears weighing 47 ounces each were exhibited at the State Fair last season.

From three rows of blackberries 300 feet long, six thousand boxes of berries were raised last year. This is at the rate of 25,000 boxes per acre. Over \$500 worth was produced from the three rows. Over \$2,400 was received by C. C. Chambers last season from a three-acre crop of early strawberries. Other fruits that thrive vigorously are plums, crab apples, nectarines, purple and black raspberries, logan berries, d-w berries and mulberries. There are no pests in the valley and diseases are practically unknown.

Vegetable gardening brings handsome profits in Salt River valley. Beans, beets, cabbage, lettuce, celery, onions, asparagus, peas, corn and carrots as well as a dozen other varieties of vegetables thrive wonderfully under the influence of the abundant sunshine, water and fertile soil. One acre of tomatoes brought \$700 last year. A quarter acre of chili peppers netted over \$100.

Ed Lewis of Mesa, raised 40,200 pounds of early rose potatoes to the acre this season, which netted the tidy sum of \$805.20 per acre. Sweet potatoes thrive and yield even more than Irish potatoes, selling at 2 to 4 cents per pound. As high as \$325 per acre has been netted from cantaloupes.

One of the best beet sugar factories in the west has been erected in the valley at a cost of over one million dollars, and with a slicing capacity of eight hundred tons a day. The plant has been in operation several years and the acreage of beets is rapidly increasing. The sugar content of the beets averages unusually high—from 16 per cent to over 20 per cent. The yield averages 15 to 25 tons per acre, and the gross returns to the grower are \$60 to \$125 per acre, depending upon the yield and sugar content.

Higher prices are obtained for fruits and vegetables from the local Arizona markets, than are obtainable in any other market in the Union. Mining is the chief industry of the state, and mining labor is well paid—hence the willingness to pay good prices. The demand for the products is far in excess of the supply and always will be, owing to the small amount of land in the state with an adequate water supply, and the large surrounding area absolutely dependent upon the Salt River valley for agricultural products. When strawberries go begging in southern California at three boxes for 10 cents, Arizona people eagerly pay 12 to 15 cents per box for the local berries. Arizona is also closer to the big eastern markets than southern California—its only competitor in the early fruit and vegetable industry. Land of the type we are offering at \$100 per acre on Chandler ranch would easily cost \$400 in southern California, and would not have one-fifth the water advantages afforded here.

Asparagus is an especially profitable crop, yielding from \$400 to \$500 per acre, and even more in some cases. The soil and climate produce the finest quality, coming on the market very early and selling at high prices, being shipped as far east as Chicago.

Onions are another very profitable crop, being prolific yielders and ready for the market at a season when prices are high. Mining camps and towns of Arizona consume many times the local supply. Prices for onions average from 2 to 5 cents per pound and yields of from 30,000 to 40,000 pounds per acre are not uncommon, enabling the grower to realize enormous profits.

Sandy loam soil and warm summers are ideal for sweet potatoes, which yield as high as 60,000 pounds to the acre, selling from 2 to 3 cents per pound. An important crop which many ranchers find very profitable.

Uncle Sam has furnished a wonderful inexhaustible water supply. Nature has furnished a rich, deep, responsive soil and an incomparable climate. You furnish a modest amount of capital and industry, and even ten acres of this land will bring you permanent independence.

The Chandler ranch is a body of land, rich in everything that makes property valuable, ready and waiting for the intensive farmer and the trained agriculturist. The Mesa Improvement company (one of the largest and best organized in the west) is steward of its settlement and will see that it falls to those who will foster early development and lend their hands towards creating the highest values in America. In other words, they are looking and searching the country over for actual settlers, to whom they are ready to offer magnificent inducements.

It is customary throughout the entire west to charge 8 per cent, 10 per cent and 12 per cent interest. Land sales generally are sold with an 8 per cent interest, but in the great colonizing plans of the Mesa Improvement company in disposing of their Chandler ranch property, they are placing their lands on the market at \$100 an acre, payable in ten payments extending over a period of 10 years, with interest at only 6 per cent.

Progressive men, with growing families and ideals, are turning towards Chandler. A little money, or the genius for work, will enable them to start right. A strong company and loyal supporters beckon and extend the welcoming, helping hand.

## THE WILBUR REALTY CO. OF MESA

Was organized in May, 1910, and from the start has made a wonderful record of sales and loans. Dr. E. W. Wilbur, president of the company has resided at Mesa for the past 20 years and has enjoyed the confidence of the people of this section and served them in many positions of honor and trust. In 1893 he organized the Mesa City bank in which has developed into one of the solid financial institutions of Maricopa county.

W. S. Dorman, the active manager of the company is also an old resident of the valley and the familiarity of these gentlemen with values and conditions in the valley together with their financial and moral standing in the community has established the stability of this company from the beginning. They can be relied upon in every respect by prospective buyers and their services are always at the disposal of seekers after information. Their listing of real estate bargains is complete and they are always in position to assist prospective buyers financially in improving their property.

## PATENTED LANDS

With Roosevelt Reservoir or Government pumped water service at right prices and right terms.

**\$45 Per Acre and up** according to locality and improvements.

**\$75,000 to loan on Salt River Valley Lands** near Mesa, Arizona.

**WILBUR REALTY CO.**  
MESA INCORPORATED ARIZONA